



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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4-24-03
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Assignee's Docket No.: 7741.00)
Group Art Unit: 2162)
Serial No.: 09/495,759)
Examiner: John L. Young)
Filing Date: February 1, 2000)
Title: Method and Apparatus for)
Advertising Over a)
Communications Network)

CERTIFICATE OF MAILING

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GREGORY A. WELTE

GREGORY

AMENDMENT IN CONNECTION WITH RCE

Honorable Commissioner of Patents and Trademarks
Washington, DC 20231

Sir:

IN THE CLAIMS

Please cancel claims 1 - 14, without prejudice.

Please add the following claims 15 - 27.

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APR 22 2003

GROUP 3600

15. A method, comprising:

- a) identifying a target group of persons;
- b) identifying attributes of persons in the target group,
- c) representing attributes in consumer vectors, one vector per person, thereby producing a plurality of consumer vectors; and
- d) selecting at least some of the consumer vectors and, for each, generating an animated anthropomorphic idol which displays the attributes of the selected consumer